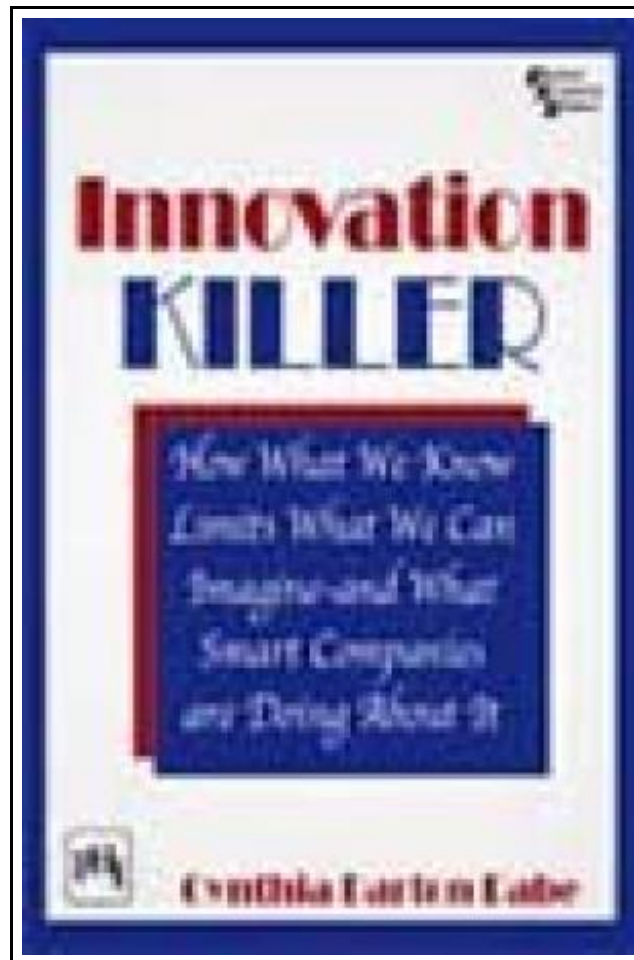


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PHI Learning, 2008. Hardcover. Book Condition: New. First edition. In today's fiercely competitive business world innovation is a vital force that drives the success of an organization. But most often companies rely either on whom the author names "Group Thinkers" or on "Expert Thinkers" not realizing that knowledge is good but to make progress change, risk taking and occasionally revolution are required. Processes are to be overhauled, assumptions challenged and taboos broken in order to give way to innovation. This book shows exactly when innovation killing starts happening in an organization and presents the idea of using outsiders or people who are not part of a particular group or constrained by its preconceptions to stimulate innovation. Through real-world examples, the author reveals how to identify the right people to work with and what characteristics these people will possess. CONTENTS: Foreword by Dorothy A. Leonard Acknowledgments Introduction: A Crushing Force Part I WHAT'S WEIGHING US DOWN Chapter 1 Our Own Worst Enemy: How the Burden of What We Know Limits What We Can Imagine Chapter 2 Groupthink: The Strongest Force on Earth: Why Sustained Innovation is so Darned Hard: Part I Chapter 3 Expertthink: Groupthink on Steroids: Why Sustained Innovation is so Darned Hard: Part 2 Part II ZERO-GRAVITY THINKERS Chapter 4 Time Travel to see the Naked Emperor: The Benefit of Psychological Distance Chapter 5 Just Curious: The Benefit of Renaissance Tendencies Chapter 6 Smart about Something Else: The Benefit of Related Expertise Part III DEFYING GRAVITY Chapter 7 The Collaborator: What Does A Zero-Gravity Thinker Actually Do? Chapter 8 When and Where? When Do You Need A Collaborator and Where Do You Find One? Chapter 9 How to Work with A Zero-Gravity Thinker: Eleven Questions and Answers Chapter 10 Do-It-Yourself Weightless Thinking: Losing the Weight of Expertise on Your...



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